

Rep Order# 7890773 Ver# 11 Status Revised
EC'd Yes

Traffic Order# 933568

Printed: 08/03/2012 10:40 AM
Last Received: 08/03/2012 10:29 AM
Showing Buylines: All Rep & Sta Revised Lines

1 of 2

Station KMBC-TV KANSAS CITY
Advertiser () LAGER, BRAD
Product LAGER/LT GOV/R
Estimate#
Buyer LYNN MARTIN
Phone#
Fax#

Agency () MEDIA PLACEMENT TECHNOLOGIES
500 N WASHINGTON ST, SUITE 303
ALEXANDRIA, VA 22314
Agency C/P1/P2/E
Flight Dates 07/31/2012 - 08/06/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MEREDITH RADOW
Salesperson Phone# 212-408-3622
Salesperson FAX# 212-445-0968

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

HI! PLS NOTE CANX IN LN 5; ADDS IN LNS 19,20.
NCIT. T/R MEREDITH

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*5	TU-F	630P-7P	ENTERTAINMENT	:30	\$575.00	07/31-08/03	2	1	2	\$1,150.00	
		Sales Remark: V11 2X CANX										
		V11 More than 2 codes changed										
	*19	M	1035P-11P	2.5 MEN	:30	\$550.00	08/06-08/06	1	1	1	\$550.00	
		Sales Remark: V11 1X ADD										
		V11 Added										
	*20	M	4P-5P	DR OZ	:30	\$300.00	08/06-08/06	2	1	2	\$600.00	
		Sales Remark: V11 2X ADD										
		V11 Added										

---REPORT TOTALS---

Report Totals: 5 / \$2,300.00

---SALES MONTHLY TOTALS---

Aug 12: 31 / \$18,125.00

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Sales Totals: 31 / \$18,125.00

Station Totals: 31 / \$18,125.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$106,618

CABL	0%	CBLA	0%	INTA	0%	KCTV	15%	KCWE	0%
KMBC	17%	KMCI	0%	KPXE	0%	KSHB	55%	KSMO	0%
UNKN	0%	WDAF	13%						

Books null
Demos RA35+